

intro : Today we are going to have a look at 12 different ads by the Lithuanian platform Vinted. We will kick off by a quick look over of each of the commercials before diving into an explanation of their evolution through the years.

Fanny :

- 1) In the first commercial, Vinted highlights the simplicity and benefits of using their app. We can see a woman who wants to empty her closet to make room. She found the solution: sell her items directly from her phone on Vinted. The slogan is "If you don't wear it, sell it". The ad uses humor and emphasizes how users can easily list items, set prices, and connect with buyers. It also highlights the fact that you can make money easily and quickly. However, the advertising doesn't show its ecological side enough. Indeed, we don't highlight enough to users the harms of overconsumption.
- 2) The 2nd ad tells us about a father who has 4 daughters. He tells us that they keep growing and that to save money, he gives the older one's clothes to the youngest. Vinted once again uses the tone of humor by showing his other daughter Sophia, who stands out from the others with her very rock style. The father therefore cannot give her his sisters' garments because it's not her style. But he found the solution : on vinted, he can sell his daughters' items that they no longer wear and make money. Vinted here is therefore aimed at parents who wish to empty their children's wardrobe, we can also find all styles on vinted.
- 3) Here, Vinted highlights the fact that you can also sell things other than garments on the application. We can also sell and buy items like a teddy bear. We can thus give a second life to objects that we no longer use. So we can save money and space. The application shows that you can sell your items free of charge in France and abroad by simply taking a photo and publishing it. The advert is aimed at parents and the slogan has now become "they don't use it anymore, sell it" referring to children's toys.
- 4) In this ad, a man is faced with a dilemma : either he leaves his shirt lying around in his wardrobe and will probably never use it, or he gets rid of it and sells it on Vinted. We see that he has chosen to sell it on Vinted, he will then be able to make money to surely buy other clothes on Vinted. You can sell at no cost and make people happy. The slogan here is the same.
- 5) The 5th ad is quite similar to the previous one. Once again, a man is faced with the dilemma of either keeping his clothes (t-shirt, shoes, sweater) that he no longer wears, or selling them on Vinted to make space, make money and bring happiness to other people who will use his clothes. The advert is aimed at all audiences here, whether parents, young people and of all nationalities and all ages. We can sell and buy garments worldwide
- 6) The ad here again uses a humorous tone. Once again the emphasis is on the fact that everyone can use Vinted, whether children, parents and even grandparents. In this ad, grandparents discover the application and are happy to buy new inexpensive and quality garments and things for their grandchildren. The mother taught a rule to keep space : one bought, one sold. This way, their house keeps clean. The ad highlights the simplicity of the application and is particularly aimed at parents and grandparents. The slogan is the same as the 3rd ad: "they don't use it anymore, sell it"

Arthur :

- 7) This commercial uses the same codes as the previous ones, indeed, Vinted puts the light on their app's practical aspect. When temperatures change, customers can easily update their whole wardrobe. Once again, the emphasis is put on the security that is guaranteeing Vinted when it comes to payments or

returns. However, this ad seems to be one of the rarest where the slogan is changed : Instead of the usual “don’t wear it, sell it”, the woman says “you want it, thrift it on Vinted”.

- 8) This next video is quite more different from the others even though we can still find a lot of similarities. This one refers to a woman that has too many clothes and that would like to sell them. The accent is put on the eccentricity of the garments she owns and so it tells the viewers about Vinted’s product diversity. The target of this commercial tends to be families and the slogan stays the same : “don’t wear it, sell it”.
- 9) The ninth ad is also referring to season changes. We can hear a woman talking about how she over consumes and decides to sell what she doesn’t wear anymore. We initially thought that it was the first ad to comment about ecology and overconsumption, but it finally happened that the woman in the ad was only buying for her wallet, she indeed says that she can earn quite a lot of money from those transactions and she insists on the fact that sellers don’t face any fees while selling on the app.
- 10) This commercial is very similar to the previous one, it aims at convincing people who over consume to sell their clothes. Again, it is mentioned that transactions on Vinted are very fast and they also put the light on the diversity of both sellers and buyers; meaning that you cannot not find what you’re looking for. And once again, the slogan stays the same.
- 11) This next ad highlights the international aspect of the app. Indeed, the woman explains how she has bought garments from people coming from lots of counties in Europe and she then lays out about how the app is beneficial for all budgets and deals with lots of different styles.
- 12) Finally, the last ad is, according to us, the most relevant one. First, it is twice as long as the previous ones. It features no speaking and adds a very dynamic and artistic dimension to what Vinted has been able to offer. Indeed, we noticed how much more cinematic it was and so we then deduced that more budget was given to communicate around the app. It broadcasts the same message of fighting against over consumption, but in a different way. The use of absurd and music is what makes the commercial more relevant according to us. We however still come across the same slogan at the end of the ad.

We are now going to tell you a bit more about what we thought of Vinted’s evolution when it comes to commercials. We found all the first ads very similar, treating the same subjects while respecting the same artistic direction : lots of colors, lots of smiles, the same slogan with few exceptions and the same warm and catchy tune in the background.

The app perfectly highlighted its advantages when it came to selling without fees, proposing diverse products. Nevertheless, we were quite disturbed by the fact that the discourses weren’t turned in favor of ecology and sustainability. Indeed, we had to wait until the last one to really get to that point where Vinted criticises overconsumption.

Finally, since the last ad featured no speaking in terms of explanation, it is the viewer’s choice to understand what he/she likes. Some people will focus more on the practical side of the app, where you can sell anything without paying seller fees. Others, on the contrary, will interpret the ad differently, picking up on the eco-friendly messages hidden within it. This is a great way for Vinted to convey multiple messages to the same audience, playing on each person's sensitivities.

conclusion : To conclude, we have been able to come across 12 commercials by Vinted. According to us, only 1 was really relevant and detaching itself from the rest. The evolution of Vinted’s commercials through the years is a great example of a company that has understood that it's sometimes better to let consumers interpret their ad as they wish, rather than trying to highlight the wrong aspects.

Because in the end, even though Vinted’s initial goal was to get more sustainable, it stays a very big international company which generates billions of dollars and which maybe cares more about people selling and buying items through their platforms than ecology which explains why it has taken their communication department so much time to start talking about ecology and overconsumption.